

I FEEL
SLOVENIA

MEDIA KIT

SLOVENIA. MY WAY OF FINDING INSPIRATION.

#ifeelsLOVEnia
#myway



www.slovenia.info

A land of new inspirations

Nature and culture. Cities, towns and villages where you just feel good. Where you spend your leisure time actively. Where you enjoy art in your own way and embark on a journey through different times and places. These elements form the essence of the quality of life in Slovenia. They contribute to the hospitality of a diverse, green and sustainable country full of unique experiences. Welcome!



Lipica, the home of the Lipizzan horse and the largest Lipizzan stud farm in the world, celebrates 445 years of breeding noble white horses, a tradition inscribed on the UNESCO Intangible Cultural Heritage list

Contents

04	Five great reasons	Trustworthy	06
		Green and sustainable	08
		Europe in a nutshell	10
		For sophisticated explorers	12
		Respecting individuality	14
18	True spirit of Slovenian Arts & Culture	Arts & Culture	18
22			
24			
26			
30			
32			
34	Inspirational stories	More than medals: Slovenia's athletes inspire the world	34
		Wildernes awaits	36
		Among iconic healing waters	38
		Heroes of Slovenian sustainable gastronomy	40
		Slovenia's green approach to MICE tourism	42
		Your workplace: Slovenia	43
		The Digital Age	44
		Slovenian Tourist Board	46
		Global media loves it	50

5 great reasons for choosing Slovenia

Slovenia is a green boutique country for responsible travellers who value their health and well-being, nature, local culture and authentic experiences. Our commitment is to offer high-quality boutique products and services, encourage visitors to behave responsibly towards nature and local community and business partners to respect sustainability principles.

Slovenia serves as an example for the development of tourism in harmony with nature and with local communities. Wherever you are, you can feel safe and be sure to enjoy a very clean environment.

This green country invites you to explore the Alps, the Mediterranean, the Karst and the Pannonian Plain 365 days a year. It is the only country in Europe that brings together these four European worlds and as such promises an array of delightful surprises – be it in terms of nature, culture, art and history or gastronomy. And thanks to its compact size, boutique five-star experiences await you on every corner.

In Slovenia, everything is easily accessible, enabling you to experience the country's diversity in a single visit, just the way you want. Yet, we're confident that you'll be wanting to return, yearning to experience more!

- 1 Trustworthy**
In Slovenia, one of the safest countries in the world, tourism is inextricably linked to the life of local communities and the preservation of authenticity.
- 2 Green and sustainable**
Slovenia, the first country in the world designated as a Green Destination by the Dutch-based organization Green Destinations, leads the way in sustainable tourism with over 240 certified providers proudly bearing the Slovenia Green label.
- 3 Europe in a nutshell**
Slovenia is the only EU member state to feature the Alps, the Mediterranean, the Karst and the Pannonian plain. Discover four geographically and culturally distinct worlds all in one country.
- 4 For sophisticated explorers**
Slovenia's exceptional natural features are the source of its superb offer of active outdoor experiences, health and well-being, cuisine, arts and culture, venues for business meetings, athletes' training and sporting events.
- 5 Respecting individuality**
Slovenia offers excellent boutique experiences that are designed specifically for individuals and small groups. You can recognise Slovenia's one-of-a-kind experiences by the Slovenia Unique Experiences label.

Experience a sense of safety, acceptance and hospitality throughout Slovenia. You can count on the timely access to valuable information and the friendly assistance of hospitable locals.

Key pillars of reliability

Safety and peace

According to the Global Peace Index (GPI), Slovenia has consistently maintained its position as one of the safest countries in the world. In the latest ranking, released in 2025, Slovenia secured the impressive 9th position, further affirming its reputation for safety and peace on the international stage. This highlights Slovenia’s commitment to fostering peaceful coexistence.

Responsible and inclusive

Sustainable tourism in Slovenia focuses on the responsible and inclusive behaviour of all stakeholders. Here, we craft experiences designed in harmony with nature and local culture, mindful of the well-being of the local community. The commitment to preserving local authenticity, a core strategic objective for Slovenia, contributes to the resilience of tourism and elevates safety standards. Also in tourism, special attention is devoted to the empowerment of young individuals, women and vulnerable groups.



Terme 3000 Moravske Toplice, natural spa resort, Moravske Toplice ▲

Superior hospitality experience: from boutique stays to camping sites under the stars



Chalet Sofija, Gozd Martuljek – a boutique accommodation awarded two Michelin Keys 2025, embodying distinct character, impeccable service, and design excellence ▲



Maribor, the Best Green Capital for 2025 awarded by European Best Destination ▲

Prioritizing health and vitality

In the green land of health and well-being, we respect international travel standards and foster responsible behaviour of both service providers and guests. A testament to this commitment is our Green&Safe label, embodying elevated public health standards and prioritizing health and well-being at every turn.

High-quality providers

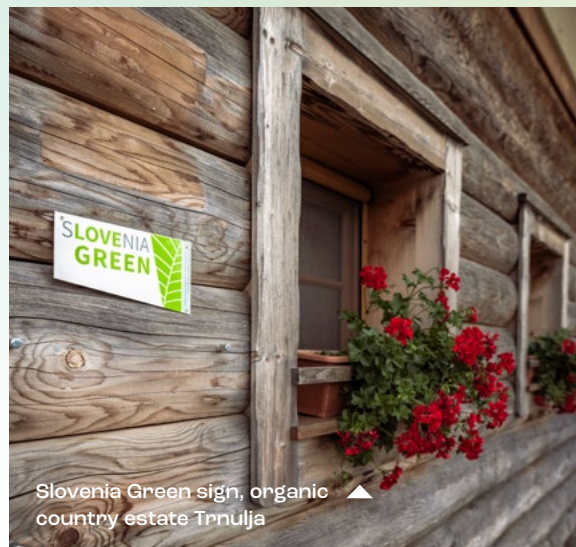
Slovenian tourism boasts a great number of high-quality providers, ensuring a memorable and enriching travel experience for visitors. The Slovenia Green Label holders meet the Green Destinations Standard prescribed by the GSTC (Global Sustainable Tourism Council). Slovenia is also a member of the Hotelstars association, which meet European standards.

As the world's first nation designated a Green Destination by the Netherlands-based organization Green Destinations, Slovenia continues to set benchmarks in sustainable tourism. Its Slovenia Green label now unites over 240 certified providers, and its dedication extends beyond tourism to national policies, from safeguarding the constitutional right to water to tackling single-use plastic.

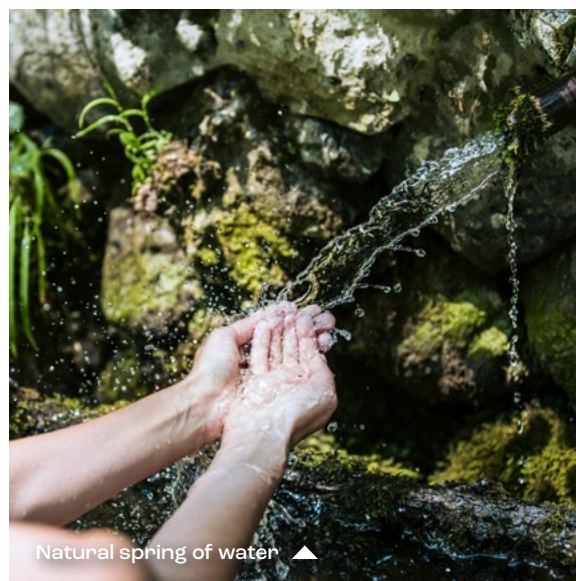
Slovenia takes great pride in being acknowledged as the world's first Green Destination; a distinction bestowed upon it by the Green Destinations international criteria. Notably, the country has established itself as a global leader in sustainable tourism, exemplified by the Green Scheme of Slovenian Tourism that has been operational since 2014. This scheme has garnered international acclaim for certifying and rewarding sustainable practices. Today, more than 240 destinations, operators, agencies, attractions, parks, beaches, landmarks and restaurants proudly hold the prestigious **Slovenia Green** label.

In 2021, Slovenia, building on its reputation, held the esteemed title of European Region of Gastronomy. During this time, it also introduced a green label for restaurants, recognizing their efforts in preserving authentic gastronomic specialties, promoting short supply chains, minimizing waste, and adhering to sustainable principles. Many restaurants also hold the Michelin Green Star, further highlighting their commitment to sustainability and excellence in gastronomy.

As one of Europe's most water-rich countries, Slovenia also takes pride in its exceptional quality of drinking water. As such, the country made history by being the first European country to constitutionally recognize the right to water. Furthermore, under the slogan "Less plastics, more sustainability," Slovenian tourism abandons the use of plastic bottles, cups and single-use packaging, reaffirming its dedication to environmental preservation.



Slovenia Green sign, organic country estate Trnulja ▲



Natural spring of water ▲



Slovenia: Nature's finest.

Pohorje, a nature-filled mountain plateau in northeastern Slovenia, offers perfect conditions for hiking and biking surrounded by untouched forests and panoramic views ▲

Slovenia, where four worlds meet and four seasons are present, extends a timeless invitation throughout the year. Every visit offers something uniquely special, tailored just for you.

**365 days of
tailored experiences
within 4 worlds
and seasons.**



Alpine Slovenia

*Among the tallest mountains
and the wildest waters*

In addition to the special natural and cultural features of the Alps, protected by one of the oldest national parks in Europe, Alpine Slovenia offers incredible opportunities for various outdoor activities. Here, you can always be in touch with nature!



Bled, Julian Alps ▲



Mediterranean & Karst Slovenia

*From Karst caves
to the stories of salt makers*

From the Karst, a region that lent its name to all karst phenomena around the world, to the Adriatic Sea – here, you'll find all the wonders of Mediterranean & Karst Slovenia. In this area, you can visit famous karst caves, experience stories about salt in many ways, and discover that it was the salt trade that gave rise to some of the most beautiful coastal towns.



Strunjan, Mediterranean coast ▲



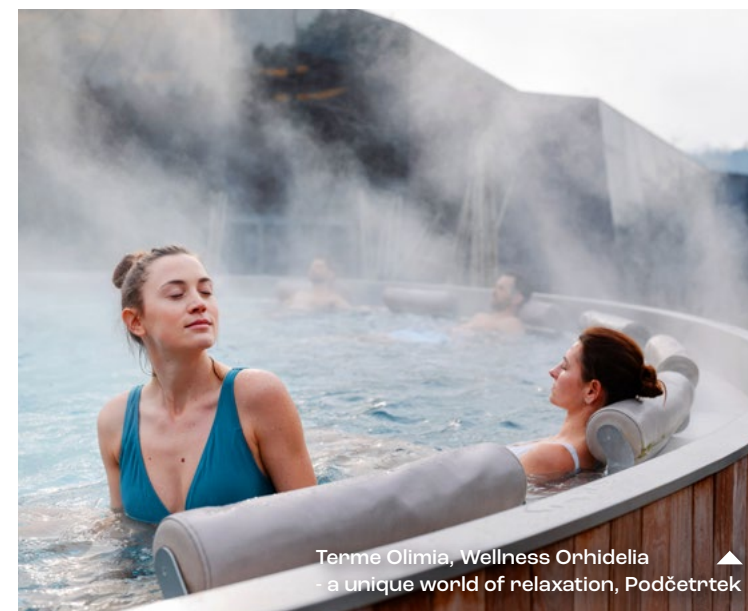
Ljubljana,
green capital of Slovenia ▲



Ljubljana & Central Slovenia

From the capital city to primordial forests

From Ljubljana, the capital of Slovenia, to incredible forests and forest reserves – here, you'll see places that belong to the world UNESCO heritage. In Ljubljana & Central Slovenia you'll find a unique vibe of urban culture and events as well as the serenity of the green countryside at the same time.



Terme Olimia, Wellness Orhidelia
- a unique world of relaxation, Podčetrtek ▲



Thermal Pannonian Slovenia

*Among wine-growing hills
and therapeutic hot springs*

Right on the edge of the plain that leaves its mark on Central Europe, you'll find numerous Slovenian spas and health resorts. They are nestled among gentle hills where grapevines have been grown for millennia. Thermal Pannonian Slovenia is home to authentic and heartfelt cuisine.

For sophisticated explorers

With its natural heritage and cultural features, Slovenia is a paradise for explorers of art and culture, historical towns, seekers of health and well-being, and lovers of top cuisine. With exceptional venues and the rich experience of the organisers, Slovenia is also the perfect place to hold a congress or meeting, as well as train athletes and hold sporting events.

Top outdoor adventures

Slovenia's outdoor charm shines year-round! Since it offers water, aerial and underground thrills, it has long been a top pick for hikers, cyclists and nature enthusiasts. Explore its diverse landscapes and protected areas for a unique experience.

Intriguing art and culture

Embark on a captivating journey through Slovenia's art and culture. Visit enchanting historical towns and immerse yourself in the vivid history echoed in museums, galleries, castles, and churches. Elevate your experience by attending captivating festivals or any other theatre, music, film, contemporary art event.

Thermal springs for holistic well-being

Slovenian natural health resorts, spas and wellness centres are nestled beside ancient thermal mineral water springs with a rich history. Time-tested natural healing elements such as water, peat, the climate, thalassotherapy, salt water and healing salt pan mud are combined with modern medical expertise and a luxurious range of wellness services.

Elevating business experiences

Beyond excellent venues and expertly executed business events, Slovenia offers exceptional motivational experiences in various environments. Discover a country also known to the world's best creators of films, dance performances and global video ads.

A nation of champions with world-class facilities

Slovenia stands proud as home of many world-renowned top athletes and ranks among the world's best in terms of Olympic medals per capita. With state-of-the-art facilities and dedicated professional support, the country serves as an exceptional hub for athletes' training, as well as hosting a diverse array of sporting events.



Roman Rotunda, Selo, Goričko

Culinary excellence

Slovenia's gastronomy is a culinary delight, embracing the farm-to-table ethos where excellent dishes are crafted from locally sourced ingredients. The country boasts culinary recognition on the global stage with the presence of esteemed guides such as Gault Millau and Michelin. From high-end restaurants to charming gostilnas and rustic tourist farms, Slovenia's diverse regions offer a rich tapestry of traditional dishes, providing a gastronomic journey through its vibrant culinary landscape. Slovenia, with its three diverse wine regions, is also a premier destination for wine enthusiasts.



Wine experiences
in the Primorska Wine region, Vipava valley

Respecting individuality

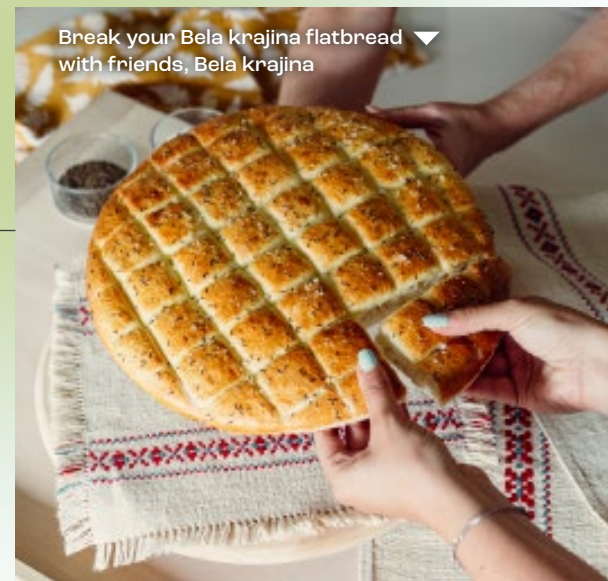
When it comes to tourism, Slovenia has been systematically developing individual boutique experiences in accordance with its strategic goals for years. Slovenia's most significant tourism products are based on ensuring the privacy of guests and fulfilling their wishes. This is another reason why you can experience Slovenia your own way!

Slovenians, known for their hospitality and foreign language proficiency, invite their guests to enjoy the same lifestyle that they have – in touch with nature, with respect to local, and with passion for sustainability.

With its authenticity, Slovenia speaks for a new kind of luxury. It does not offer mass tourism, but safe, responsible, and individual experiences.

Together with experienced incoming agencies and local tour guides, every getaway in this green country or a trip to any of the regions can become a memorable individual experience. Trust the experts!

Slovenia's unique experiences are designed for small groups and individuals. They ensure bespoke and very personal experiences of premium quality. An important part of this experience is to discover the full story and enjoy our excellent gastronomy.



Break your Bela krajina flatbread with friends, Bela krajina ▼



Culinary time machine, Ljubljana castle ▲



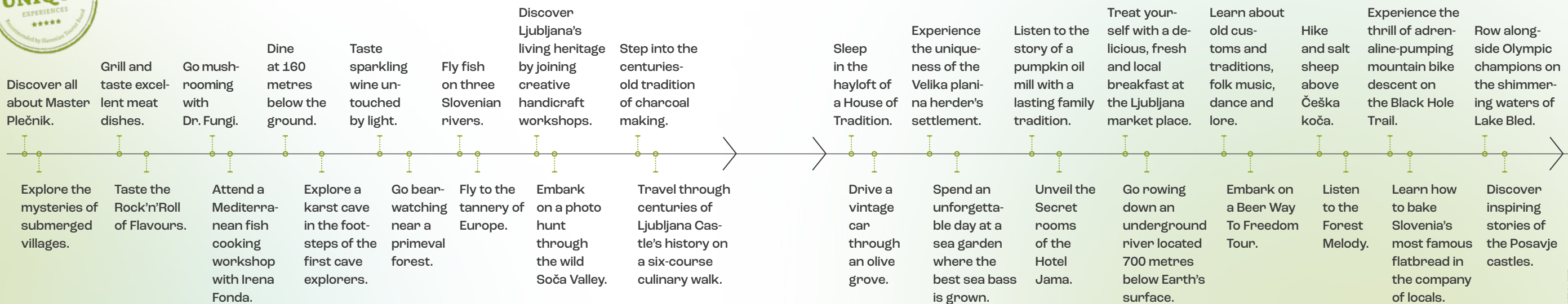
More info



Rowing with Olympic rowers, Lake Bled ▲



Creative handicraft workshops, Ljubljana ▲



Let every season find you

With its ever-changing landscapes, gentle climate and surprisingly diverse experiences, Slovenia is a country that feels alive all year round – 365 days of discovery and delight. Here, you never have to wait for the “right” season to visit. Because in Slovenia, the best time is the moment you feel it.

The right moment is yours to choose

The seasons may turn in their own rhythm – but in Slovenia, you can dance to yours. Take time off not when the calendar tells you, but when your heart does. Let spring’s renewal surprise you in autumn. Let summer’s energy carry you through winter. Toast to autumn’s abundance in spring and dream of winter’s glow even beneath the summer sun. Because in Slovenia, the seasons aren’t defined by dates – they’re defined by feelings.

View from Hotel Plesnik, a Slovenia Green certified accommodation in the heart of the Logar Valley. Photo collage of the four seasons by AV Studio ▲

Spring is the feeling of new beginnings

Spring in Slovenia bursts forth with joyful carnival traditions, meadows humming with bees and towns awakening to music, laughter and open-air celebrations. It’s a season of renewal – but one you can rediscover any time of year.

Summer is the rhythm of joy

Slovenia’s summer beats to the sound of festivals, open-air concerts and long sunlit evenings by lakes, rivers and the sea. Its warmth can be felt throughout the year: on a cycling trail, at a local food market, or in the laughter shared beneath the moonlight. Here, summer is not a season – it’s a state of mind.

Autumn is the richness of colours and flavours

Forests turn golden, the scent of roasted chestnuts fills the air and vineyards come alive with the harvest. Festivals celebrate the new wine and cooler nights invite quiet reflection and cultural indulgence. The feeling of autumn – its calm, its depth, its gratitude – lingers through every season.

Winter is a fairytale with a warm heart

Winter here sparkles – in the snowy peaks of the Alps, in the laughter of skiers, in the festive glow of towns wrapped in light. Yet its magic isn’t limited to cold days. You can feel it in the salty coastal breeze, in the warmth of a sauna, in the crackle of a fireplace at a countryside homestead.

True spirit of Slovenian Arts & Culture

So creative.
So heartfelt.

Slovenia continues to surprise, blending cosmopolitan culture with local traditions that capture global attention. Arts and culture remain at the forefront of tourism experiences, while urban centres and historic towns shine as gateways to contemporary creativity and the country's rich cultural heritage.

Simply good

As you travel from one city to another in Slovenia, nature unfurls its beauty at every turn. Each stop reveals a captivating blend of local charm and historical features. What sets Slovenian towns and cities apart is their unique characteristics, yet they share a common thread of being modest in size and easily navigable. You can measure their essence in steps—quite literally. Slovenian cities stand out for their architectural excellence and modernist influences, adding a distinctive touch to the nation's cultural landscape.



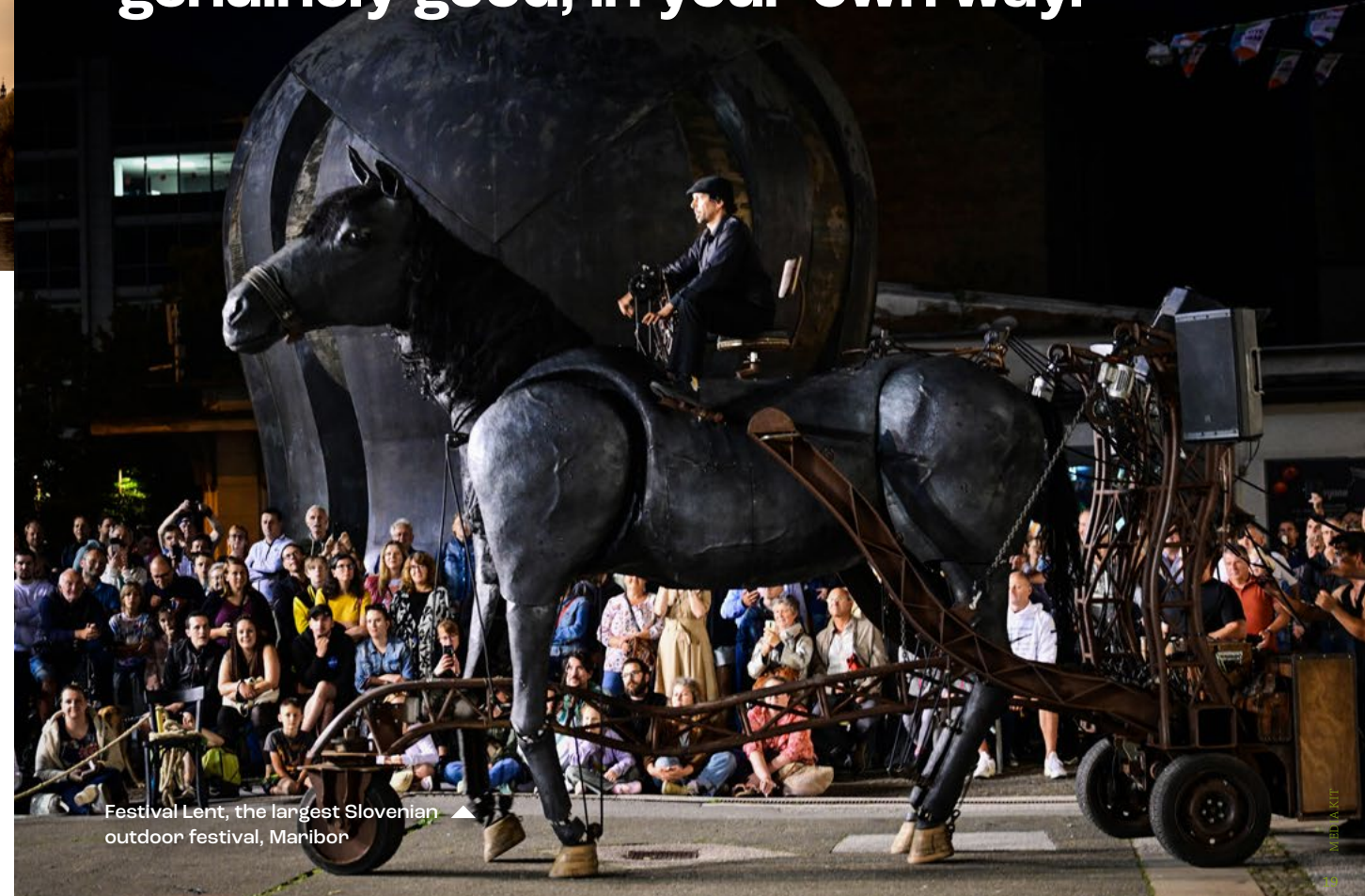
Joker Out – ambassadors of Slovenian tourism, a rock band from Ljubljana known for their “shagadelic rock’n’roll” style and international recognition.



Ptuj, the oldest Slovenian town, the Best Cultural Heritage Town in Europe 2026

Ljubljana, the thriving capital and largest city of Slovenia, earned the prestigious title of the Best European City for Short Breaks in 2023. It boasts a population of less than 300 thousand. Maribor, honoured as the European Capital of Culture, is home to the world's oldest vine. The legacy created through the European Capital of Culture in 2025 continues to position Nova Gorica as a dynamic and inspiring cultural destination for years to come, ensuring that the spirit of creativity and cross-border connection lives on well beyond 2025. The cultural tapestry of these three cities is further enriched by Slovenia's 21 historic towns, each adorned with captivating old towns from various historical periods, complemented by majestic castles, intriguing museums and vibrant galleries.

Slovenian cities possess a distinctive charm, uniquely pulsating to a delightful rhythm that caters to the people. What sets them apart is their ability to convey a sense of humanity and freedom within just an hour or two, a quality often overshadowed in larger global cities. They have the remarkable power to make you feel genuinely good, in your own way.



Festival Lent, the largest Slovenian outdoor festival, Maribor

ARTS &
CULTURE



R.o.R Festival of Lights 2025, Nova Gorica, part of GO! 2025 ▲
European Capital of Culture Gorizia–Nova Gorica,
the first European Capital of Borderless Culture

The empowering force of modern creativity

Beyond the iconic city landmarks, cultural hubs, and art venues, Slovenia's urban centres pulsate with events and festivals that have been building their international visibility for over half a century. In Ljubljana and other vibrant cities, performances, exhibitions, concerts and festivals showcasing special themes and alternative directions of contemporary creativity elevate the cultural landscape. Intimate venues provide a unique opportunity to engage with artists directly, transforming spectators into co-creators of the experience.

Intimate venues provide a unique opportunity to engage with artists directly, transforming spectators into co-creators of the experience. Emerging creative and social hubs in major Slovenian cities seamlessly integrate art with hands-on workshops, skill-building sessions and creative retreats.

Of global importance

In Slovenia, you can discover cultural treasures of global importance. Slovenia is home to the 60,000-year-old flute, considered the oldest musical instrument in the world. The 5,200-year-old wheel, which is the oldest wooden wheel with an axle in the world, comes from the prehistoric dugouts in the Ljubljana Marshes, a UNESCO World Heritage Site. The land of millennia-old wine culture is also home to the world's oldest vine in Maribor, which has its own museum.

UNESCO lists include selected works by Jože Plečnik and Ljubljana as a holistic urban masterpiece, the heritage of mercury in Idrija, bee-keeping as a way of life, and the door-to-door rounds of the kurenti, the carnival characters from Ptuj, lace-making as a special handicraft tradition, the Lipica Stud Farm as the oldest stud farm in Europe, the Škofja Loka passion play as the oldest Slovenian drama text and open-air performance, and the heritage of the skills, knowledge and techniques of dry-wall construction.

Almost every world-famous landmark is linked to tourist experiences, events and museum exhibitions.



The cultural quarter of Kranj ▲

The triangles of joyful living

In every corner of Slovenia, culture seamlessly intertwines with tourism. Here, everything is so close that mornings unfold with coffee in the heart of the city, days are immersed in nature, and evenings come alive with concerts, shows and festivals. Here, your suitcase effortlessly houses your jeans, cycling jersey and evening dress – a testament to the seamless blend of diverse experiences. Where culture captivates, nature invites.

A destination for active breaks also unfolds as a canvas for artistic inspirations. Opting for Slovenia for health and well-being reveals a relaxed infusion of these elements in urban spaces as well. In the triangles of joyful living, every moment is a harmonious fusion of culture, nature and well-being.

World's oldest wheel shapes the future

The 5,200-year-old wheel spins the story of Slovenia's vibrant spirit, embodying a legacy of innovation. It weaves together the stories of world-class cyclists who push boundaries, stunning architectural marvels that harmonize with nature, the unifying essence of the European Capital of Culture 2025 and the transformative power of human creativity, flourishing in dynamic arts and cultural hubs.

Slovenia sparks the creative potential of artists (and innovators)

The partnerships between local artists and institutions foster innovation. A significant milestone is GO25!, the first borderless European Capital of Culture, celebrating the cultural connection between Slovenian Nova Gorica and Italian Gorizia.

Slovenia has inspired the emergence of space technology pioneers

Herman Potočnik Noordung is celebrated for designing the habitat wheel and his groundbreaking ideas laid the foundation for modern space technology. Today, Slovenia continues his legacy with companies actively engaged in international space projects.

Slovenia is home to the world's best cyclists

In 2024, Slovenia made history by dominating all three major cycling races: the Giro d'Italia, Tour de France, and Vuelta a España! This was achieved by Tadej Pogačar, a three-time Tour de France champion, and Primož Roglič, a four-time Vuelta winner, solidifying Slovenia's status as a global cycling powerhouse.

Slovenia is a guiding light for your journey through time

Once former industrial sites as Cukrarna and Center Rog have been reimaged as vibrant contemporary creative hubs that pulsate with culture, art, and innovation.

Experience Slovenia, where ancient inventions meet modern adventures

In Slovenia, one in every three towns is designated as a cultural monument, acting as a testament to the country's rich history and cultural evolution, from prehistoric times to the present.

Let's turn the wheel of time together.

The oldest wooden wheel with an axle in the world ▲ is exhibited at the City Museum of Ljubljana

Old impulses for new insights

▼ World's oldest flute,
dating back 60,000 years



Ancient inspiration for the modern art of music.



The distinctive charm of folk music

The authentic resonance of Slovenian folk music found its defining notes in the melodies crafted by the Avsenik Brothers Ensemble. They skillfully wove elements of jazz into their compositions, creating a unique fusion. Their magnum opus, "Golica," boasting over 600 covers, stands as the most played instrumental piece globally. Remarkably, the ensemble premiered this timeless composition in 1955, a noteworthy accomplishment, five years before the first Ljubljana Jazz Festival.

▲ Avsenik's
accordion

A festival tailored to your wishes

If you're still dreaming in your favourite artistic genre, your ideal holiday destination awaits – a place where you'll encounter several days filled with authentic music, films and a number of performances tailored just for you. Whether your heart beats to classical or punk rhythms, the melodies of diverse brass bands or the lyrical beauty of poetry, contemporary art in the heart of the city or unconventional venues hosting festival events – the choices are yours to make.

From global wanderer to homeland citizen

In Slovenia, digital nomads, navigating work and travel seamlessly, connect with the legacy of Alma M. Karlin, an intrepid explorer who circled the globe in the post-World War I era armed with nothing but a typewriter. Today, her remarkable journey serves as an enduring inspiration for a new generation of global citizens.

From Earth to space

Slovenia extends its embrace beyond borders, reaching both international territories and the vast expanse of outer space. The Space Technology Centre in Vitanje introduces Herman Potočnik Noordung, the Slovenian visionary in the world of space exploration, in a captivating and interactive presentation. Engaging exhibitions and experiences delve into the science of cosmology. Embark on a celestial escape right at the centre!

Joint production laboratories

Ljubljana, Slovenia's capital, celebrates its innovative revitalization along the picturesque Ljubljanica River. The transformed Cukrarna, once a sugar factory enriched with the stories of eminent Slovenian writers, now stands as a dynamic gallery and cultural factory in its own regard. The revamped Rog factory emerges as a vibrant event space and creative hub, offering opportunities for acquiring new skills within joint production laboratories.

Cultural hues at the market

Engaging in talks with women selling fruits and vegetables at the Ljubljana market, places you in the heart of Plečnik's Ljubljana – the urban masterpiece crafted by architect Jože Plečnik. Here, his original classicism seamlessly interweaves with the modernist influences found in the works of subsequent generations of architects, exemplified by the visionary Edvard Ravnikar. Ravnikar's legacy extends also to the urban planning of Nova Gorica.

Center Noordung - Center of Space Technologies ▲
Herman Potočnik Noordung, Vitanje

2026 Grand expectations

Every year, Slovenian culture offers countless reasons to visit. With a wealth of events, exhibitions and new openings, it's never easy to choose just a few highlights — yet three are set to define 2026: the acclaimed exhibition of performance artists Ulay and Marina Abramović, the long-awaited opening of the Lah Museum in Bled and the spectacular staging of the Škofja Loka Passion Play, a UNESCO-listed masterpiece.

Spectacular

✓ The Škofja Loka Passion Play

In the medieval town of Škofja Loka, the famous Škofja Loka Passion Play — the largest open-air theatre performance in Slovenia — can be seen live only once every six years. The penitential procession, based on the 1721 text by Father Romuald, is the oldest preserved dramatic work in Slovenian and the only fully preserved Passion play director's book in Europe. Owing to its uniqueness, it is inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. More than 1,000 volunteers take part in this circular procession, performing 20 scenes on four stages set throughout the town's historic centre. The Passion Play can be explored year-round through various experiences, but the live performances will take place only from 21 March to 12 April 2026 — the next opportunity will not come until 2031!

The Škofja Loka Passion Play gained international recognition in 2016 when UNESCO inscribed it on the Representative List of the Intangible Cultural Heritage of Humanity

✓ A new home for art: Muzej Lah opens in Bled

» Opening in summer 2026, Muzej Lah in Bled will be a new museum of contemporary art set beneath Bled Castle, in a striking building harmoniously integrated into the Alpine landscape.

» Designed by the internationally acclaimed David Chipperfield Architects, the museum's architecture draws inspiration from Bled's natural beauty, following the contours of its landscape and honouring the cultural and architectural heritage of the region.

» The museum will house the Fundacija Lah art collection, created over three decades by Slovenian philanthropists Igor and Mojca Lah, featuring more than 800 works by over 100 Slovenian and international artists.

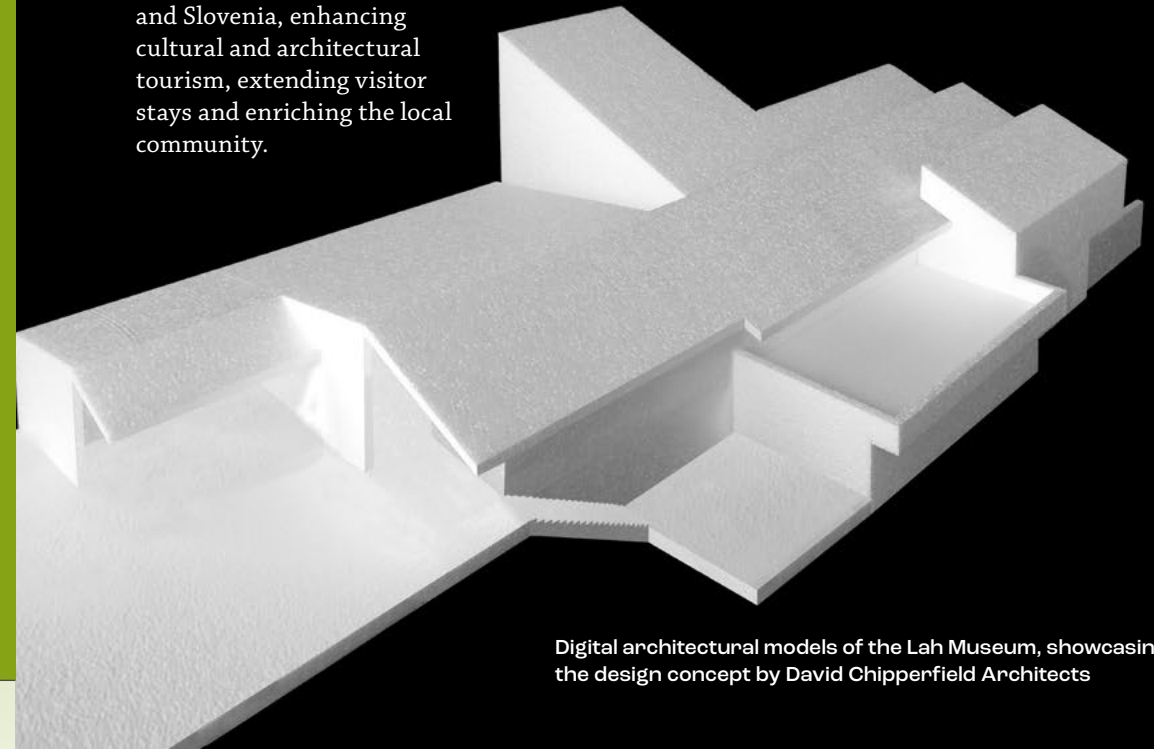
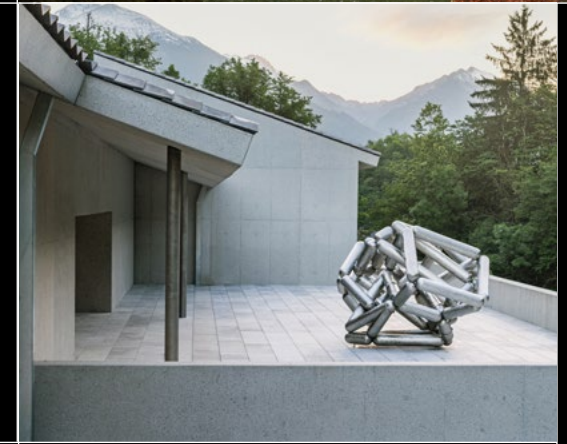
» More than an exhibition space, the museum will serve as a cultural hub with a research area, library, restaurant, shop and a sculpture garden showcasing selected works from the collection.

» The museum is set to become a new cultural landmark for Bled and Slovenia, enhancing cultural and architectural tourism, extending visitor stays and enriching the local community.

Digital architectural models of the Lah Museum, showcasing the design concept by David Chipperfield Architects

Exceptional

ARTS & CULTURE



The two-headed body of performance art

On 30 November 2025, Cukrarna Gallery – one of Ljubljana's newest cultural hubs – will celebrate a remarkable occasion of two icons of the performance art: the birthdays of Ulay, a pioneer of body art, performance, and Polaroid photography and Marina Abramović, the world-renowned »grandmother« of performance art. This day will mark the opening of the ART VITAL exhibition, the first exhibition about the 12 years they lived, worked and performed together and poised to capture the attention of the international art community.

Ulay and Marina Abramović, who first crossed paths on their shared birthday in 1975, famously parted ways on the Great Wall of China in 1988 after a profound 12-year partnership marked by innovative collaboration. During their nomadic years as artists, they described themselves as »two-headed bodies«, using their own bodies to delve into the existential themes of human restraint. Notable performances include *Relation in Time*, where they remained motionless for 16 hours with their hair tied together and *Rest Energy*, in which they explored emotional and physical boundaries with a bow and arrow aimed at Marina's heart. The exhibition in Ljubljana, where Ulay spent his final years, draws on their personal archaeology and is enriched by transcultural and transhistorical contents, sourced from around the globe. In addition to captivating videos, photographs and memorabilia, the exhibition features books, letters and even personal notes that have never before been shared with the public.

The exhibition, curated by Alenka Gregorič and Felicitas Thun-Hohenstein in collaboration with the Ulay Foundation, Lena Pislak, Sidney Fishman, and the Marina Abramović Archive, will run from 30 November 2025 to 3 May 2026.



Ulay and Marina Abramović,
Relation in Time Performance ▲

Discover what
else is new in 2026



More info

A country committed to preserving world heritage

Safeguarding heritage, minimizing its negative impacts and ensuring that local communities can coexist with it in a meaningful way are fundamental principles of sustainable management –including in tourism. Therefore, it is essential to understand and – where possible – respectfully experience natural and cultural sites while also exploring and supporting intangible heritage, which UNESCO recognizes as a vital part of our global legacy.

Much of Slovenia's UNESCO heritage offers unique opportunities for memorable tours and experiences.

Triple Bridge (Tromostovje), designed by architect Jože Plečnik, part of UNESCO's World Heritage Plečnik's Ljubljana

Slovenia's UNESCO treasures

The Škocjan Caves became Slovenia's first UNESCO World Heritage site in 1986. Among the country's 15,000 registered karst caves, they stand out for housing one of the largest underground canyons in the world. The caves lie at the heart of a protected park featuring a dramatic river canyon, educational trails showcasing karst phenomena and traditional stone-built karst architecture. This remarkable landscape is best experienced up close, while Slovenia's other UNESCO-listed natural heritage requires a more respectful, hands-off approach. The primeval beech forests of Europe, represented in Slovenia by the Krokav and Snežnik-Ždrec forest reserves, remain untouched to preserve their ecological integrity. Alongside these natural wonders, Slovenia's heritage is further safeguarded by the transboundary UNESCO Global Geoparks of Karavanke and Idrija. In Idrija – the city of mercury and lace – you can embark on a journey through UNESCO's world cultural heritage, whose significance reaches far beyond Slovenia's borders. For centuries, Idrija was home to the world's second-largest mercury mine, which, together with Spain's Almadén, is inscribed on the UNESCO World Cultural Heritage List. Here, visitors can explore the mine and discover the fascinating properties of this unusual liquid metal through interactive and modern exhibits. Idrija is also renowned for its delicate lace-making tradition (recognized as UNESCO intangible heritage). Equally remarkable are the prehistoric pile dwellings of the Ljubljana Marshes, part of a network of ancient settlements around the Alps. Moreover, the world's oldest wooden wheel with an axle was discovered there and is now displayed in a museum in the heart of Slovenia's capital, a city renowned for its urban design.

Slovenia's intangible heritage

Slovenians take great pride in their rich heritage of traditional skills, many of which hold global significance and are recognised on the UNESCO Intangible Heritage List. One of the most cherished traditions is beekeeping. The country is dotted with apiaries housing the indigenous Carniolan honeybee, a symbol of Slovenia's beekeeping legacy. Slovenians were pioneers of modern beekeeping in Europe and their deep respect for bees extends into cultural expressions and the use of bee products for healing. It was at Slovenia's initiative that the UN declared 20 May – the birthday of Anton Janša, Europe's first beekeeping teacher – as World Bee Day. Slovenia, together with UNESCO, recognises the unique cultural significance of midwifery, an age-old profession closely linked to the birth of new life. The country's first midwifery school was established as early as 1753. Other elements of Slovenia's intangible heritage, celebrated on a global scale, are deeply rooted in specific regions. These include lacemaking and its historic schools, the art of dry-stone construction in the Karst and Istria, the vibrant parades of Kurenti in and around Ptuj and the Škofja Loka Passion Play, the largest street performance of its kind, featuring over 900 participants in the medieval town's atmospheric streets. Slovenia is also home to the noble Lipizzaner horses, bred in Lipica since 1580.

A different event every day, a new story every time

In Slovenia, culture, events and gatherings are simply a way of life. Every day of the year offers something new to experience. Contemporary creators blend their imagination with Slovenia's rich traditions, allowing visitors to step into the world of cosmopolitan art while staying inspired by authentic local charm.

From Kurents to festivals

The end of winter is heralded each February or March by Slovenia's carnival traditions, featuring a colourful array of local masks. Foremost among them is the Kurentovanje in Ptuj, Slovenia's oldest town and the Best Cultural Heritage Town in Europe 2026. Spring then blossoms with a rich calendar of cultural and social events across the country — from art fairs and literary festivals to musical and visual arts celebrations. With the arrival of summer, Slovenia transforms into a land of internationally acclaimed festivals, filling Ljubljana and other cities with world-class performances and open-air events.

ARTS &
CULTURE

Traditional door-to-door rounds are inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

From vines to festive toasts

Autumn in Slovenia begins with customs and festivals celebrating wine. The spotlight shines on Maribor, home to the oldest vine in the world, where wine forms part of the city's identity and inspires numerous events. Around St. Martin's Day (11 November), towns and villages across the country host lively martinovanje – festivities marking the transformation of must into wine, filled with local traditions, celebrations and seasonal cuisine. The festive atmosphere continues into the Advent season, as historic towns light up with Christmas markets and New Year's celebrations. Among them, Celje, the European Christmas City 2025, enchants visitors with its fairytale winter setting.

The Kurent, Slovenia's most famous carnival figure, with his distinctive sheepskin costume, cowbells and symbolic role as a bringer of change, drives away winter and calls for spring.



More info

More than medals: Slovenia's athletes inspire the world

Every Slovenian athlete serves as an ambassador for Slovenia during major competitions and many are passionate ambassadors of Slovenian tourism and its reputation as a top sports destination. Who better than these athletes to understand how the diverse opportunities for active adventures in Slovenia can inspire sporting success?

Why is Slovenia so successful in sports?

What inspires Slovenia's champions at home also invites others to embark on their own adventures – deepening their appreciation and understanding of the country's diverse outdoor experiences. These world-class athletes are not only symbols of excellence but also powerful ambassadors of what Slovenia has to offer, encouraging everyone to move, discover and connect with nature. Who better to suggest the finest cycling routes in Slovenia than Tadej Pogačar, a three-time Tour de France winner?

Who better than Primož Roglič, a former ski jumper turned celebrated cyclist, to showcase the unique outdoor experiences of his homeland? Who better than Luka Dončić, a basketball phenomenon rising to global stardom in the NBA, to recommend the top sights in his hometown, Ljubljana? And who better than Janja Garnbret, the Olympic and multiple world champion climber, to reveal Slovenia's most awe-inspiring climbing spots – and show how the country's natural beauty fuels her determination to reach ever greater heights?

Slovenia is a country with a unique sports culture. Nearly 70 % of its inhabitants engage in recreational sports throughout all seasons. Opportunities for outdoor activities are available 365 days a year. A special national holiday is also dedicated to sports: September 23 is Slovenian Sports Day.

Why is Slovenia so successful in sports?

Slovenia stands out globally for its impressive number of Olympic medals per million inhabitants, with sport being deeply embedded in the nation's identity. The country's diverse natural landscapes provide a constant invitation for its people to stay active, with opportunities for outdoor recreation year-round. Slovenia's success is also driven by robust sports programmes designed to nurture talent from a young age. The country's well-organized sports infrastructure, led by the Olympic Committee of Slovenia and other sports organizations, ensures that top athletes receive the support they need to excel.

A key element of Slovenia's sporting success is its passionate fan culture. Nearly 70 percent of Slovenians engage in sports recreationally, creating a strong, nationwide enthusiasm that follows athletes to competitions around the globe. With years of experience in hosting major sports events, top-tier facilities and a deep understanding of athletes' needs, Slovenia has become a popular destination for international training camps and the organization of global sports events and championships.

More info



Slovenian world sports stars and ambassadors of Slovenian tourism (from left to right): NBA basketball player Luka Dončić; cycling champion Primož Roglič, Olympic gold medalist; cycling champion Tadej Pogačar, four-time Tour de France winner; and sport climbing legend Janja Garnbret, double Olympic champion and nine-time world champion

Ambassadors of Slovenian tourism share the story of Slovenia with the world as part of the "From Slovenia with Love" campaign.

Wilderness awaits

Slovenia, one of Europe’s most forested and water-rich countries, is a haven of biodiversity, boasting over 22,000 species of animals and plants. Alongside the majestic Triglav National Park, which spans 4 % of the country, Slovenia is home to three UNESCO MAB Biosphere Reserves, three regional and 34 landscape parks. Remarkably, nearly 40 % of Slovenia is designated as part of the Natura 2000 network. But do not worry! When you arrive in Slovenia, you won’t find an untouched natural history museum; instead, you’ll discover a lively country with extraordinary nature.

The forest is always just a leisurely walk away, and clean, fresh water flows from the tap, as well as in the streams, rivers and lakes. Edible plants are integral to our daily diet and well-marked themed trails guide you to stunning natural features.



The Slovenian Tourist Board actively encourages the opening of nature-based lodgings, many of which are certified as Slovenia Green.



Hiša Raduha, Slovenia Green certified accommodation, Luče, Upper Savinja Valley

Guided experiences in Slovenia offer remarkable insights into nature's incredible creative power. The formation of stalactites in underground karst caves is a breathtaking testament to the wonders of eternity. The mysterious phenomenon of the water sinking in Cerknica Lake, Slovenia's largest lake, evokes a sense of living in a multilayered world. At the intersections of various geographical units, we witness a unique splendour crafted by nature's boundaries. On one side of a mountain peak, delicate plants thrive alongside Mediterranean flora, while on the other, resilient vegetation endures the harshest winters. Just imagine the majesty of a world where ancient beech forests have thrived for millennia. Is it not astounding that these primeval forests are preserved so close to the capital?

With a knowledgeable guide, you can uncover the tracks of majestic wildlife in Slovenia and you might even catch a glimpse of a brown bear from a safe observatory. In protected areas, near the sea salt pans and in other vibrant wetlands, you will encounter hundreds of bird species. Fly fishing and traditional fishing offer a unique connection to Slovenia’s indigenous aquatic life, with the Soča trout being particularly esteemed among anglers. In the mountains, you can spot ibex, chamois and marmots. Genuine encounters with nature are often woven into 5-star Slovenia Unique Experiences.

A deep respect for nature is part of Slovenian culture and creativity. The first Slovenian film, made in 1905, titled Na domačem vrtu (In our home garden), beautifully depicted the joy of relaxing in nature. Following this, the first feature film, In the Kingdom of Goldhorn (1931), paid tribute to Slovenia’s stunning mountains, showcasing waterfalls, peaks, meadows and wildlife. It captures the spirit of adventure along the trails from the Soča River to Triglav, emphasizing the importance of respecting and preserving Slovenia’s mountain landscapes.

Marking two decades of celebrating alpine beauty in 2026, the International Festival of Alpine Flowers continues to raise awareness about the importance of protecting Slovenia’s wild flora while inspiring visitors to experience nature not just with their eyes, but with curiosity, respect and love. Held annually in May and June, the festival unfolds across Bohinj’s 24 villages and more than 300 km² of pristine alpine landscape, where blooming meadows, wild herbs and mountain flowers turn nature into a living gallery of colour and life.

In Slovenia, you can experience some of the most fascinating wildlife photography tours in Europe.



A brown bear roaming the ancient forests of Kočevski Rog – one of the most pristine natural areas in Slovenia and home to rich biodiversity

Amongst iconic healing waters

For centuries, Slovenia has been renowned for its 87 healing thermal mineral water springs, naturally carbonated drinking water and the world's most magnesium-rich mineral water. Beyond this, Slovenia's spas and health resorts expertly blend various natural remedies like seawater, brine, high-altitude climates, peat, aerosols, and healing mud in their treatments, promoting health and well-being.

Slovenian spas and health resorts connect their wellness programmes with the healing properties of thermal and mineral waters, each boasting proven benefits for health and well-being.



More info

Šmarješke Toplice – one of Slovenia's twelve natural health resorts and spas, known for its natural healing factors ▲

Remarkable thermal and mineral waters

Among Slovenia's most remarkable waters are the black thermo-mineral water, rich in organic substances and minerals that trace their origins to the ancient Pannonian Sea, surfacing at a soothing temperature of 72 degrees Celsius, and the green paraffin thermal water, which envelops the skin in a gentle embrace, providing an exceptionally comforting experience. Drinking thermal water is woven into daily rituals and therapeutic practices across Slovenia, also renowned for its two celebrated mineral waters: Donat Mg, distinguished by its exceptionally high natural magnesium content, and Radenska tri srca, recognized for its abundant natural carbon dioxide. Both waters have successfully cultivated a centuries-old legacy and continue to thrive in international markets, showcasing Slovenia's rich heritage of wellness and health.

The power and beauty of mud

Balneotherapy, the therapeutic use of natural healing elements for the treatment and prevention of various ailments, has long embraced fango—a mineral-rich, therapeutic mud. Fango wraps are not only powerful anti-inflammatories, but they also soothe the body and accelerate healing. One of the most intriguing fango therapies in Slovenia is the one with black thermomineral mud found deep within the Pannonian Plain. The legend has it that its remarkable healing properties were first uncovered by a herder suffering from rheumatism. News of his recovery spread rapidly and captivated the local community. This ultimately led to the establishment of one of Slovenia's renowned natural spas on the very site of the herder's recovery. Today, scientific research has confirmed its effectiveness. Various types of therapeutic muds and locally sourced mineral poloids are integral to the treatments offered at nearly all natural spas in Slovenia.

Clean air and the benefits of a climate

Dating back to the 18th century, doctors have long recommended holidays by the sea or in mountain health resorts. In Slovenia, you can select from natural spas that offer the calming Mediterranean or mountain climate, as well as locations with a continental climate, where the surrounding forests and renowned spa parks contribute to exceptionally clean air.

Breathing in health and well-being

Why is it so much easier to take a deep breath by the sea or in a pine forest? The answer lies in aerosols – tiny droplets of salt, minerals, plant essential oils and other natural compounds that fill the air, promoting easier breathing, reducing inflammation in the airways and soothing irritated mucous membranes. Already ancient Greeks and Romans recognized the respiratory benefits of coastal environments. The advantages of inhalation for respiratory health have been acknowledged since the early days of spa tourism. In the 20th century, as awareness of the health benefits of aerosols grew, also thanks to innovative methods of creating aerosols from healing waters and other natural substances, spas began to offer specialized inhalation therapies. In Slovenia, aerosols play a vital role in thalassotherapy at spas along the Adriatic Sea, where the use of mud and water from salt pans has been a well-established practice for health care since the 13th century.

Heroes of Slovenian sustainable gastronomy

“Field to fork cuisine is second nature to Slovenians, making the country a perfect place to indulge in a passion for food and drink. From the Mediterranean to the mountains, unique culinary delights await.”

National Geographic, 2024

The red bible of world gastronomy

In 2024, Ana Roš's Hiša Franko achieved the remarkable distinction of earning three Michelin stars, joining an elite group of only 145 establishments worldwide. At the same time, Chef David Žefran earned two Michelin stars for his exceptional Milka restaurant in Kranjska Gora. Across Slovenia, a total of eight restaurants have been honoured with one Michelin star and eight have received a Green Star, celebrating their unwavering commitment to sustainable practices. Additionally, ten Slovenian restaurants proudly carry the Bib Gourmand label, recognized by the Michelin Guide for their outstanding value. Many of these establishments also offer charming boutique accommodations.



Three-star Michelin restaurant Hiša Franko, Kobarid ▲

From garden to table

Both high-end restaurants and traditional Slovenian gostilnas – often family-run establishments serving authentic local dishes – proudly embrace the use of fresh, seasonal ingredients, predominantly sourced from organic producers. Many of these restaurants cultivate their own gardens to supply herbs and spices, while most rely on produce from nearby farmers, beekeepers, dairy producers and other local suppliers. For a more direct experience, visitors can also head to tourist farms, where dishes are crafted using ingredients grown on-site, deeply ingrained in the farm's very essence. Slovenian gastronomy is deeply rooted in the from-farm-to-table philosophy, which yields dishes that not only celebrate fresh, local ingredients but also maintain a notably low carbon footprint.

Over 60 restaurants have earned the Slovenia Green label, a prestigious certification that aligns with the broader initiative of promoting sustainable tourism under the Slovenia Green concept. This label signifies a commitment to responsible resource management, short supply chains, connecting with local producers and a dedication to raising awareness about the importance of sustainable food practices.

Slovenia's top chefs are deeply intertwined with the local community.

Slovenian culinary master and ambassador of Slovenian tourism Ana Roš from ▲ the three-star Michelin restaurant Hiša Franko in Kobarid ranked second among the world's best chefs at The Best Chef Awards 2025 in Milan



More info

Slovenia's green approach to MICE tourism

Renowned for its commitment to sustainability, Slovenia has emerged as a leading destination for MICE, offering business events that align perfectly with global trends toward responsible travel.

With a number of providers holding Safe and Healthy Meetings & Events certification, Slovenia assures the highest health and safety standards, providing peace of mind to event organizers and participants alike. Venues and providers that earn this certification not only adhere to strict safety protocols but also prioritize sustainability.

Examples of Slovenia's green approach have been seen at Nordic skiing competitions in Planica, which promote sustainable mobility for visitors, Kranj Long Table (Kranjska dolga miza), a green culinary event utilizing low-energy setups, events by Umanotera, which feature climate-friendly catering with plant-based, organic and locally sourced food and the Conventa trade show, where carbon footprint calculations have been employed to strategically reduce emissions, to name but a few. In general, sustainability is of major importance in the organization of sports events, traditional outdoor festivals and various gatherings.

Slovenia's Convention Bureau offers expert guidance and access to a variety of venues. Participants can explore historical towns, UNESCO-listed sites and vibrant local traditions. Slovenia's stunning nature, from alpine adventures to coastal activities, also provides exceptional opportunities for team buildings and relaxation.

With its green approach and diverse attractions, Slovenia is an ideal choice for those seeking to balance business and sustainability in an authentic, environmentally conscious setting.

Elevate your experience.

Vintage Gourmet Tour, Slovenian coast ▲



Lake Bled, one of Slovenia's most iconic natural landmarks, set against the majestic Julian Alps ▲

Your workplace: Slovenia

A life designed for digital nomads

This geographically diverse and creatively charged country invites digital nomads to find motivation in ever-changing surroundings. Home to many successful start-ups and international teams, it boasts a growing network of modern coworking spaces. Whether you choose to work with a view of the mountains, near crystal-clear lakes, in a lively city café, or surrounded by green countryside, Slovenia lets you enjoy a high quality of life, a safe and welcoming community and daily inspiration from nature – all at the crossroads of Europe.

Work where others come to unwind.
Discover more.



More info

The Digital Age: Uniting modern tools with natural and cultural wonders

The launch of the new Slovenia - Sports Destination website, alongside the AI-powered virtual assistant Alma and captivating audio stories, introduces exciting new dimensions for effortlessly exploring our stunning green country.

Sounds like Slovenia: An audio journey through Slovenia

Sounds Like Slovenia is a unique audio library on Spotify, complemented by the Sound Stories from Slovenia subpage on slovenia.info. Covering nearly 50 locations across the country, the sounds are categorized into five thematic strands: the Sounds of Nature, Thrilling Outdoor Adventures, Cities and Culture, Health and Well-Being and Gastronomy.



“Sound Like Slovenia” campaign visual with the Škocjan Caves in the background. Photo collage by Pristop Media

Alma: Your 24/7 virtual guide to Slovenia!

Meet Alma, the AI-powered virtual assistant on slovenia.info. Available 24/7 in seven languages, Alma offers tailored information and inspiring stories about Slovenia. Named after adventurer Alma M. Karlin, she uses advanced AI algorithms to filter content based on your interests, providing instant access to reliable details from the tourism database and over 50 verified sources.



Which corner of Slovenia would you like to discover today?



Alma: Your 24/7 virtual guide to Slovenia

Slovenian Tourist Board

For comprehensive information about Slovenia, journalists, bloggers and social media influencers seeking general insights can reach out to the Slovenian Tourist Board, which has been proudly promoting Slovenia for over 30 years. Contact the Global Public Relations team or the Representative Offices of the Slovenian Tourist Board in Austria, Germany and Italy for more information.

“A green boutique global destination for high-end visitors seeking diverse and active experiences, peace, and personal benefits.”

Your partner for reliable information

Slovenian Tourist Board

Dimičeva 13
SI-1000 Ljubljana

Maša Puklavec Polutnik
Global PR Manager
Content Digital marketing
T: +386 1 5898 579
E: press@slovenia.info

Aleksandra Lipej
Global Communications Manager
Content Digital marketing
T: +386 1 5898 512
E: press@slovenia.info

This statement embodies the vision crafted and actively pursued by the Slovenian Tourist Board (STB), the national agency for promoting tourism. Systematic planning, development and promotional endeavours, coupled with a contemporary approach to positioning Slovenia on the world tourist map, have notably enhanced the country's visibility and reputation, solidifying its status as an authentic boutique and sustainable destination for five-star experiences.

Austria Slowenisches Tourismusbüro

Opernring 1/R/4/447
A-1010 Wien
Žana Marijan
Head of the Representative Office in Austria
T: +43 1 7154 010
E: slowenien.at@slovenia.info

Italy Ente Sloveno per il Turismo

Galleria Buenos Aires 1
I-20124 Milano
Aljoša Ota
Head of the Representative Office in Italy
T: +39 0229 51 11 87
E: milano@slovenia.info

Germany Slowenische Tourismuszentrale

Maximiliansplatz 12 a
D-80333 München
Rebeka Kumer Bizjak
Head of the Representative Office in Germany
T: +49 89 29 16 12 02
E: slowenien.de@slovenia.info

Slovenia is a country of countless opportunities for designing authentic and boutique programmes for travel, holidays and adventures. Let us discover and co-create them face to face at our business events.



Press trips

We warmly invite journalists and influencers to connect with us and explore Slovenia's unique stories. Experience the country through your own lens and share its charm and beauty with the world. We invite you to check the conditions and complete the media application form to embark on your journey with us!
www.slovenia.info/press-trips



Feel sLOVEni@ the Podcast

Tune in to Feel Slovenia the podcast, created by the Slovenian Tourist Board and hosted by Dr. Noah Charney. Explore intriguing stories that illuminate the richness of tourism and culture in Slovenia—your journey begins with a listen!
www.slovenia.info/podcast



News from Slovenia

Stay informed with News from Slovenia, the biweekly newsletter from the Slovenian Tourist Board. Packed with the latest updates, inspiring stories and media resources, it's your go-to source for all things Slovenia.
www.slovenia.info/press



All publications in one place

Slovenia's tourism offer is presented to both the business community and enthusiastic visitors through a variety of e - publications, available online.
www.slovenia.info/publications



Images of Slovenia tailored to you

Enhance the appeal of your Slovenia tourism program by incorporating photos tailored to your preferences. Simply register for effortless and convenient multiple access to discover them in our extensive media library.
www.slovenia.info/medialibrary



Let's create great stories together



Legend

- motorway
- expressway
- regional road
- side road
- railway line
- international airport

Plan your trip.

Information for a relaxed and hassle-free stay during the holidays.



Global media loves it

Forbes

The country, a picturesque, under-touristed destination in Central Europe, not only offers unparalleled skiing experiences, but is equally rich in stunning landscapes and quaint, historic towns that are ideal for purposeless promenades.

The Guardian

For two weeks in April, the whole of this mountain plateau blazes purple with flowering crocuses. If the snow has lingered, it's a striking symbol of the Earth's annual renewal.

BBC

It's the perfect place to see how borderlessness can function smoothly in practice, and GO!2025 offers an ideal chance to explore and celebrate one of the true transnational places in Europe.

LE FIGARO

And we say to ourselves that yes, without a shadow of a doubt, little Slovenia deserves a place on the map of great gastronomy.

NATIONAL GEOGRAPHIC

Self-taught chef Ana Roš has been credited with putting Slovenia on the culinary map, having appeared on Netflix's 2016 series Chef's Table and led Hiša Franko to the nation's first Michelin star.

Condé Nast Traveler

Whoever said solitude was impossible to find in the Mediterranean must've overlooked this quiet stretch of Slovenian coast.

VOGUE

As the "green heart" of Europe, farm-to-table and foraging are the core of the culture here, which is why everything from the wine to the cheese is most likely from the village you're cycling through.

lonely planet

Green, glorious, tree-cloaked, and compact, Slovenia is an engaging choice for an electric drive. Spend a week connecting the capital and the coast, via magical lakes and flourishing vineyards.

Wanderlust

This is a country where languages and empires overlap and where Alpine peaks and Mediterranean breezes exist in the same breath.

Travel World NEWS

Whether you prefer active adventures or blissful spa retreats, tasting gourmet delights or exploring cultural wonders, Slovenia offers it all—365 days a year.



I FEEL
SLOVENIA

Slovenian Tourist Board

Dimičeva ulica 13, SI-1000 Ljubljana

t +386 (0)1 589 85 50

e info@slovenia.info

www.slovenia.info

Published by: Slovenian Tourist Board • **Editor:** Miha Renko • **Design and layout:** Kf - grafično oblikovanje • **Text:** Ines Drame, Aleksandra Jezeršek Matjašič • **Translation and copy editing:** Aleksandra Jezeršek Matjašič, Sergej Smolič • **Front cover photo:** Dance performance "Lace" by Tjaša Bucik, presented as part of the Idrija Lace Festival in Idrija, Archive Visit Idrija, Nejc Puš • **Photographs:** Archive of the Slovenian Tourist Board: I. Medja - Postojnska jama d.d., M. Kobal – Karat Film, C. Jazbec - CJ Studio d.o.o., J. Riglin - Beautiful Destinations, T. Jeseničnik, B. Žnidarič, S. Kozel, M. Pirc, M. Pigac, B. Jakše, S. Jerič, M. Klanšek Velej – Sportida, J. Gantar, Creatim d.o.o.; Archive of Kobilarna Lipica, Archive of Visit Maribor: D. Stader, Produkcija Studio, Archive of Chalet Sofija; Archive of Funkit Marketing for TIC Moravske Toplice; Archive of FIBA; Archive of ZTKK: Mankica Kranjec – Nea Culpia d.o.o.; Archive of Museum and Galleries of Ljubljana: Matevž Paternoster; Archive of Center Noordung: Vid Jakop; Archive of Turizem Ljubljana; Archive of Turizem Škofja Loka: Andrej Tarfila; Archive of Muzej Lah © David Chipperfield Architects; Ulay / Marina Abramović Relation in Time Performance 17 Hours, Studio G7, Bologna, Italy, 1977 © Ulay / Marina Abramović, Courtesy of the Marina Abramović Archives; Archive of Hiša Raduha; Archive of Public Institute for Tourism and Culture Kočevje: Marjan Artnak; Archive of Association of Slovenian Natural Spas – C. Jazbec; Archive of Hiša Franko – C. Jazbec; Archive of Lisjak d.o.o.; Archive of Hotel Plesnik – AV Studio; Archive of R.oR: A. Rojc; Archive of Zavod za turizem, kulturo, šport in mladino Metlika, Archive of Skivibe; Archive of Muzej Avsenik • **Print:** Rolgraf d.o.o. • **No. of copies:** 1.000, 2nd edition • October 2025



FeelSlovenia



FeelSlovenia



Feel.slovenia



Tourism_slo



SloveniaInfo



Slovenia



FeelSlovenia



Slovenia



Slovenian Tourist Board